



Minutes of the Regular Meeting  
**PARKS AND RECREATION COMMISSION**  
Wednesday, February 18, 2004  
City Hall Kiva  
3939 Drinkwater Boulevard

Present: Chairperson Leigh Hersey, Vice-chair Donn Loper, Commissioners Shelley Anderson, Dean Cerimeli, Bill Heckman, Nona Oliver, and Stephen Owens

Staff Present: Brad Gessner, Doug Nesselroad, David Pratt, Kira Peters, Judy Weiss, and Rose Williams

#### CALL TO ORDER

Chairperson Hersey called the meeting to order at 5 p.m.

#### MOMENT OF SILENCE

Chairperson Hersey asked everyone to observe a moment of silence.

#### APPROVAL OF THE MINUTES

Commissioner Heckman moved to approve the minutes of the regular meeting of February 4, 2004 as submitted. Commissioner Cerimeli seconded and the motion carried unanimously.

#### DIRECTOR'S REPORT OF CURRENT EVENTS (A.R.S. § 38-431.02(K))

Judy Weiss, Manager, updated the Commission on the status of events and activities of the Parks, Recreation, & Facilities Division. Included in the Commission packets this evening are an updated meeting calendar, a newspaper article on the City Council approval of the Trails Master Plan, and a newspaper clipping regarding the opening of the temporary Off Leash Activity Area at Chaparral Park. The March 3, 2004 and March 17, 2004 Commission Meetings have been cancelled. Details on the March 10, 2004 tour will be sent out within the next week. There will be a Special Meeting on March 24<sup>th</sup>, 2004 at the Civic Center Senior Center. The agenda will include the naming of the CAP Basin, an update on SCORP from State Parks, and a presentation of the Giants Facility design detail.

#### UPDATE FROM WESTWORLD

At the request of the Commission, Brad Gessner, General Manager, provided the Commission with an update on Westworld including the master plan and other issues. Mr. Gessner gave a PowerPoint presentation on the implementation of the updated Master Plan.

Commissioner Anderson asked if, after the improvements, the vendors would be in the Exhibit Hall. Mr. Gessner said the individual shows determine the location of the vendors, but that it was likely many of the shows with commercial vendors would utilize this facility. Commissioner Anderson asked if the tent would be eliminated. Mr. Gessner said it would, as it is the property of the vendors. Commissioner Anderson asked if the parking for exhibitors and attendees would be thoroughly assessed. Mr. Gessner said that it was assessed as part of the master plan process, but that there is concern today as all the shows have grown. The City may have to take another look at the parking issue. Commissioner Anderson asked if after the improvements, would the site be affordable for smaller shows and clubs. Mr. Gessner said the plan is to diversify the programs, and to keep our facilities affordable. There are no plans for major increases to the smaller arenas.

Vice-chair Loper asked if any permanent structures would have any adverse impact. Mr. Gessner said they should not have any negative impacts and that they have been designed to enhance the Westworld facilities for our events.

Commissioner Heckman asked how much money was approved in the bond election. Mr. Gessner said very little for the Master Plan because it didn't exist at that time. Commissioner Heckman asked where the funding would come from. Mr. Gessner said the City Council would need to find funding for this Master Plan. The City's Capital Improvement budget will probably provide the largest funding. Staff is looking at a hotel rebate program and a ticket surcharge for some of the new events. Staff is hoping to have several revenue sources. Commissioner Heckman asked if this would be done in the next 3 years. Mr. Gessner said completion is planned to be over 10 years with the projects fairly evenly spaced. Commissioner Heckman asked what is the estimated cost. Mr. Gessner said, in 2002 dollars, about \$89 million. Commissioner Heckman noted WestWorld is the only recreation facility that almost pays for itself now. He feels staff has vastly improved WestWorld operations and programming. He asked what is the current deficit in revenue vs. expenditures. Mr. Gessner said the general fund subsidy in FY 02/03 was \$354,000. It is estimated that the Bed Tax and sales tax from attendees of WestWorld events generated approximately \$750,000 to the general fund. Based on this, the City realized a net of \$400,000 from WestWorld activity, and this isn't even taking into account all of the positive economic impacts of these events. Commissioner Heckman asked to whom Mr. Gessner reports. Mr. Gessner said he reports to Assistant City Manager, Barbara Burns. Commissioner Heckman asked, upon completion of the improvements, what would the bottom line be. Mr. Gessner said master plan consultants estimated it to break even at 5 years after total build out. Mr. Gessner said he personally estimates the facility to break even within a year of build out. New shows have been added already that will generate an additional \$100,000 in revenue this fiscal year. The future profit is estimated at \$500,000 to \$1 million per year along with economic impact. Commissioner Heckman asked how many events are scheduled for Westworld. Mr. Gessner said there are 118 events scheduled this year. The actual number of use days has also gone up significantly. Mr. Gessner used the upcoming Cirque du Soleil as an example of one event that will actually use 25 days. There has been a significant increase to event programming during peak months. The slow time is June, July, August, and September because WestWorld facilities are all out doors.

Chairperson Hersey asked if, after the improvements, WestWorld would still consider equestrian uses its prime market. Mr. Gessner said equestrians would be considered the primary users. Staff has already increased equestrian events over the past couple of years. The goal is to maintain the current events and attract some other shows that are currently held at other venues.

#### UPDATE ON THE "TIME TO RECREATE" PROGRAMMING ON CABLE CHANNEL 11

Kira Peters, Recreation Leader III from Leisure Education Programs, provided the Commission with an update on the Cable Channel 11 program "Time to Recreate." A "Time to Recreate" is a one-half hour program that highlights recreational classes, programs and special events happening throughout the City of Scottsdale. Ms. Peters showed video clips from past shows.

Commissioner Owens asked if children were ever interviewed on the program. Ms. Peters said they are and recently a track participant appeared as a guest on the program.

Vice-chair Loper asked how to contact someone about the program. Ms. Peters said at the end of each show contact numbers are provided. The Leisure Education Office number is 480-312-7957.

Chairperson Hersey asked how often the program is filmed. Ms. Peters said it is done bi-monthly.

#### UPDATE FROM IRRIGATION

David Pratt, Irrigation Control Specialist, provided the Commission with an update on efforts throughout the city to conserve water through efficient distribution and technology. Information was provided in regard to the parks computerized landscape irrigation system and water saving accomplishments.

Commissioner Owens asked what type of water is used to irrigate the parks. Mr. Pratt said there are four as described. Salt River Project water is used by 4 sites, effluent water is used at 1 site, and CAP and domestic is used at 32 facilities. Commissioner Owens asked if consideration has been given to moving more sites to water sources other than domestic water. Mr. Pratt said that has and is being considered. The infrastructure are not available to use alternate types of water sources.

Commissioner Anderson asked if more desert landscaping could be used around entrances and parking lots to reduce the need for water. Mr. Pratt said that is a possibility and has been implemented at some sites already. Staff continues to look for those areas to improve conservation.

Commissioner Heckman asked if all facilities built before 1998 have been converted to the Motorola system. Mr. Pratt said that was accurate. Commissioner Heckman asked if that includes medians and rights of way. Mr. Pratt said there are some medians with the Motorola systems in and around the Mall and high visibility areas but mostly medians use solar controllers as a result of the lack of power to medians. Commissioner Heckman asked if the City is allowing more turf areas to be dormant this year. Mr. Pratt said there are more dormant areas this year with over seeding being done only at Indian School Park, Scottsdale Stadium and the Civic Center Mall. Commissioner Heckman asked what percentage was not over seeding of the total savings. Mr. Pratt didn't know the exact number of acres of turf that was not over seeded and will have to get that information to the Commission.

Vice-chair Hersey asked if the public should still call if they see a problem or will the sensor system take care of it. Mr. Pratt said the flow sensor senses amount of flow. It will shut down all the stations in one program if it detects a flow of over 25% of the normal flow. Staff has to set the parameters to account for other events that may occur. Staff still suggests a citizen call if they detect a problem. Chairperson Hersey noted that we will be building additional turfed parks and wonders if that has been taken into account in the savings figures and projection. Mr. Pratt said the figures are compared year by year and we try to make it a direct comparison. The conservation goals are applied to each park so significant fluctuation in new parks should not be present.

Commissioner Oliver asked if the system would take care of a situation of flooding that she described. Mr. Pratt said depending on the excessive flow the system is designed to take care of these types of situation. Minor irrigation problems should be seen and taken care of by Field Staff. Commissioner Oliver asked if the system just shuts off. Mr. Pratt said if one program has a broken component it will then go to the next program. If the flow is still excessive then it will assume the main line is broken or an irrigation valve is stuck open and shut down the whole park.

Commissioner Cerimeli asked how this equates to dollars. Mr. Pratt said the total for 2 years is approximately \$65,000.

Commissioner Owens noted that Rotary Park uses effluent water. Mr. Pratt said that was correct. Commissioner Owens asked why other parks do not use effluent water. Mr. Pratt said it is a matter of

delivery to the facility. Rotary Park has the infrastructure. Commissioner Owens asked what happens to most of the City's effluent water supply. Ms. Weiss said she would have to find out and advise the Commission.

Commissioner Cerimeli asked what was the savings in dollars on the sports fields the City did not water this year. Mr. Pratt said he can get that information for the Commission.

Commissioner Heckman noted he had heard a golf course takes about 1,000,000 gallons of water per year to irrigate. Mr. Pratt said that was possible. Commissioner Heckman said our savings are about equal to about 1 entire golf course for a year. Mr. Pratt said that is correct. Commissioner Heckman commends the efforts made by Staff in taking all possible steps to conserve water.

#### OPEN CALL TO THE PUBLIC (A.R.S. § 38-431.02)

Chairperson Hersey called for any items from the floor or the Commission.

Commissioner Owens would like to see a presentation on the effluent water issue.

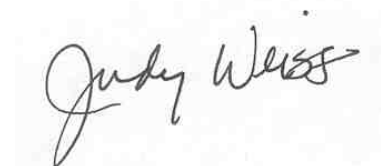
#### ADJOURNMENT

Commissioner Heckman moved to adjourn the meeting. Commissioner Anderson seconded and the motion carried unanimously.

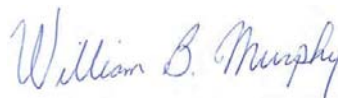
With no further business to be brought before the Commission, Chairperson Hersey adjourned the meeting at 6:05 p.m.

Respectfully submitted by Ruth Johnson, Recording Secretary.

Meets established criteria.



Judy Weiss  
Manager



William Murphy  
Service Manager